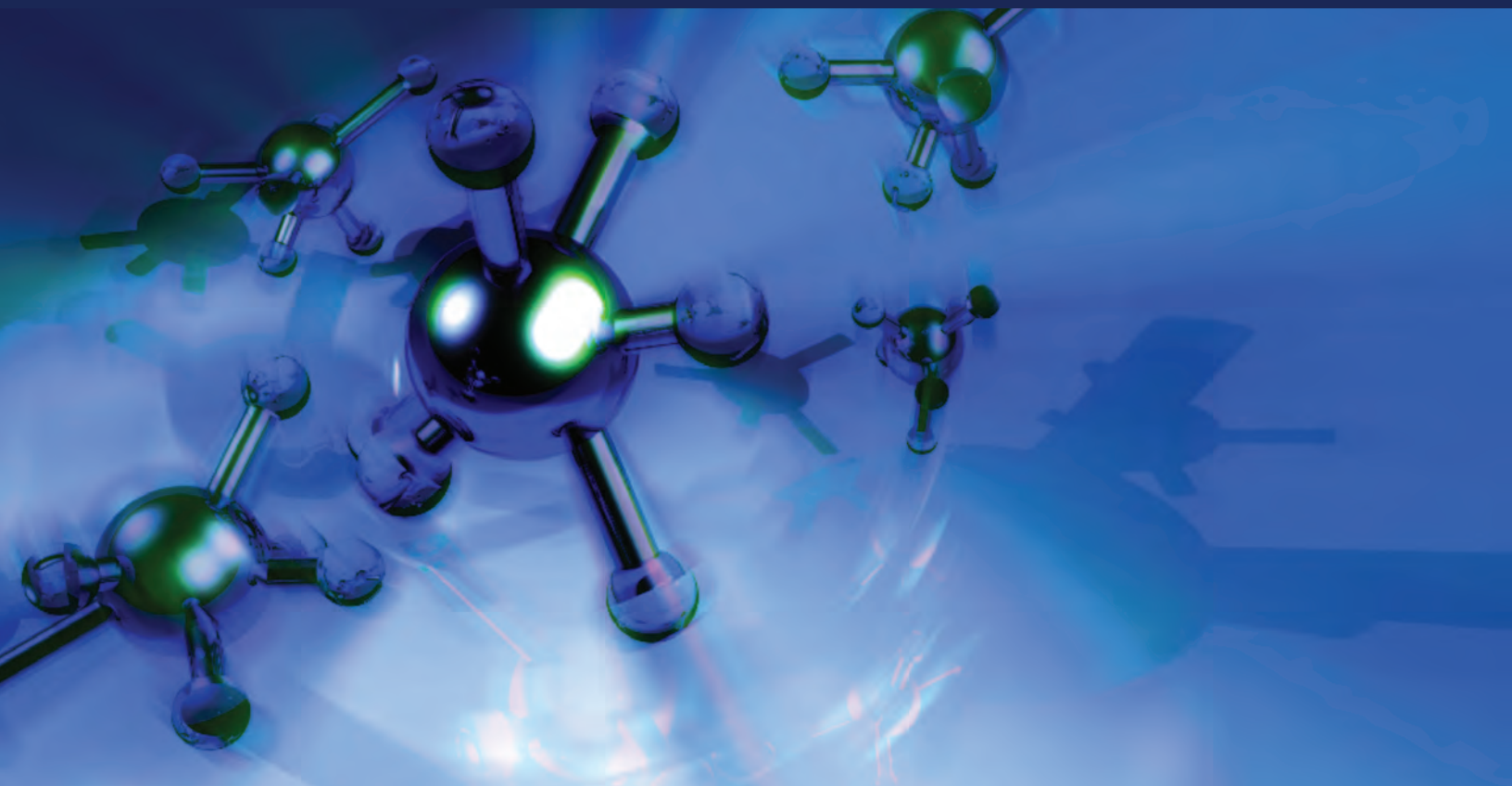




Journal of The American Society for Mass Spectrometry



2015 Media Information



Springer

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Welcome

Dear Advertiser,

We are delighted to present you to the **Journal of the American Society for Mass Spectrometry (JASMS)**, the official Journal of the The American Society for Mass Spectrometry, which is published by Springer in 2015.

JASMS is devoted to the publication of research papers covering all aspects of mass spectrometry including instrumentation, method, ion chemistry, and new applications. It emphasizes papers from all fields of scientific inquiry, including biological and life sciences, chemistry, physics, geology, and environmental science, in which new mass spectrometry science is described. The Journal's Impact Factor is 3.193 and it is ranked 3rd in Spectroscopy by ISI.

Susan T. Weintraub
President, ASMS

University of Texas Health Science Center

Editorial Quality

The Journal of The American Society for Mass Spectrometry is published through the careful eyes, words and ears of a professional academic scientific editorial board of the highest level. This guarantees that each and every one of the stories, papers, articles and reviews in each issue are of the highest quality and relevant importance for current mass spectrometry research.

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Richard O'Hair, University of Melbourne, Melbourne, VIC, Australia

JASMS is committed to the quick comprehensive publication of appropriate and original research papers, and the latest industry events, research, and all topical aspects of mass spectrometry.

JASMS always looks for and delivers associated benefits that mass spectrometry delivers as it relates to other widely used analytical techniques across a wide array of scientific disciplines, such as: biology, chemistry, health sciences, life sciences, physics, geology, environmental, and other appropriate sciences.

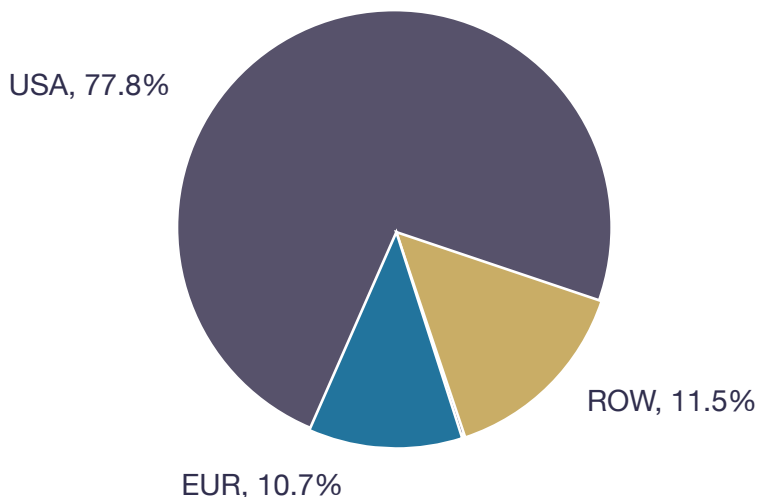
Whatever aspects of mass spectrometry our journal papers and content reflect, you can be assured that each article is original – from a scientist – not just a journalist's perspective!

Together all of these insure that your message in JASMS will deliver the greatest return on your advertising investment!



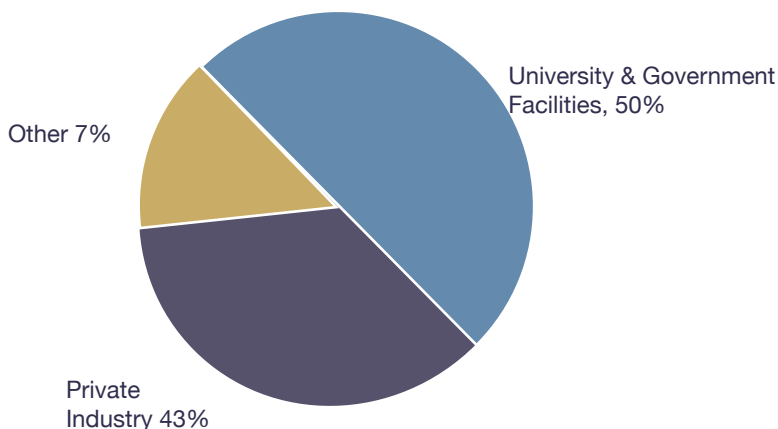
Our Circulation

Global circulation: 7,816 (print journal)

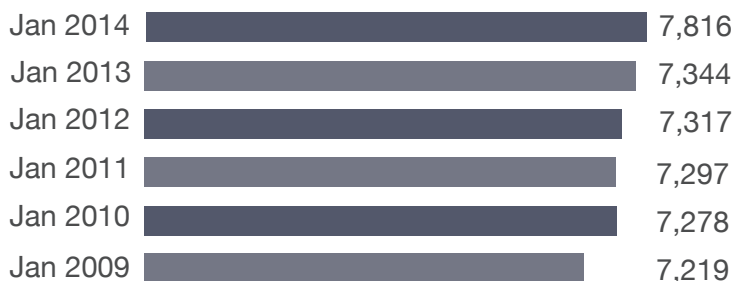


Our readers' profile

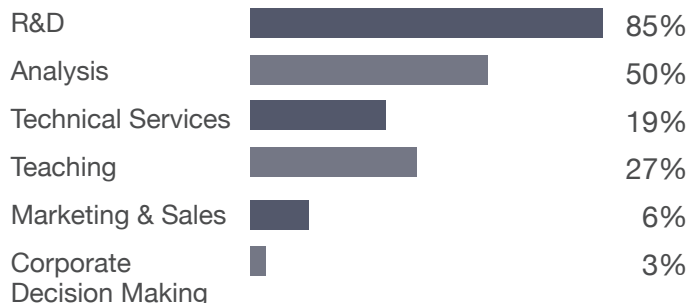
Place of work



Our circulation growth 2009-2014



Technical Application



Qualified readership

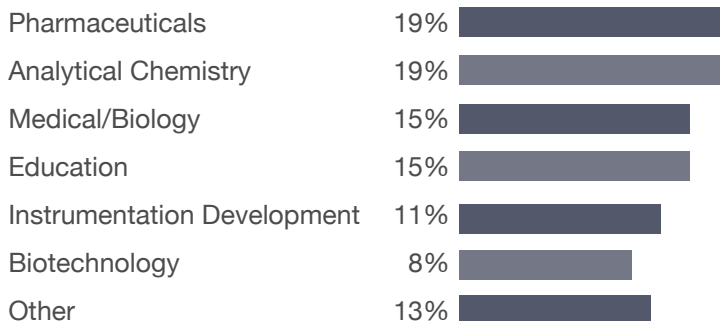
Through JASMS, your message will reach the highest quality of readers in mass spectrometry!

Whether your 2015 advertising targets small or large purchases, academic or industrial, or just to support multi-million dollar key pharmaceutical contracts – JASMS reaches the top influencers and decision makers.

The vast proportion of our readership is actively responsible for assessment of technology developments, investment decisions, as well as integrated solutions for their firms. These are the scientists who make the decisions. The professionals who influence and purchase mass spectrometry related products and services!

- 62% make recommendations
- 50% determine facility investment needs
- 43% specify or select vendors and products
- 19% have corporate budget responsibility

Market Specialization



JASMS Impact Factor

Impact Factor 3.193
 Analytical chemistry - #15
 Spectroscopy - #7
 2013 Journal Citation Reports®

2015 Editorial Calendar

Month	Issue Reference		Deadlines		Mail Date	Bonus Distribution
	Regular Issues	Supplements	Space Reservations	Materials		
Jan	26/1		21-Nov	21-Nov	Dec 30	
Feb	26/2		22-Dec	22-Dec	Jan 30	
Mar	26/3		23-Jan	23-Jan	Feb 27	Pittcon, ACS Spring
April	26/4		23-Feb	23-Feb	Mar 27	
May	26/5		23-Mar	23-Mar	Apr 24	ASMS, HPLC
		Conference Program	23-Mar	23-Mar		ASMS
June	26/6		24-Apr	24-Apr	May 29	
July	26/7		23-May	23-May	Jun 30	AACC
Aug	26/8		22-Jun	22-Jun	Jul 30	ACS Fall
Sept	26/9		23-Jul	23-Jul	Aug 31	
Oct	26/10		21-Aug	21-Aug	Sep 29	FACSS
Nov	26/11		22-Sep	22-Sep	Oct 30	
Dec	26/12		23-Oct	23-Oct	Nov 28	

Editorial Overview

The **Journal of the American Society for Mass Spectrometry** is devoted mainly to the publication of research papers covering all aspects of mass spectrometry. Papers from all fields of scientific inquiry in which mass spectrometry can play a role will be considered. These fields include chemistry, physics, geology, and environmental science as well as the biological, health, and life sciences. The journal is intended to be comprehensive, and its aim is to publish papers on both fundamentals and applications of mass spectrometry. Fundamental subjects include, but are not restricted to, instrumentation principles, design, and demonstration, structures and chemical properties of gas-phase ions, studies of thermodynamic properties, ion spectroscopy, chemical kinetics, mechanisms of ionization, theory of ion fragmentation, cluster ions, potential energy surfaces, and modeling.

Application subjects include, but are not limited to, structural elucidation, biopolymer sequencing, development or validation of new methodology, proteomics, and environmental and forensic measurements.

In addition to full papers, the journal will publish Critical Insights, Communications, Comment and Reply, Application Notes, and Accounts and Perspectives. The aims of Critical Insights are to highlight topics of current interest in a

Thought-provoking way, to provide insider information that is often difficult to publish in regular articles, and to provoke response and debate.

Communications are brief descriptions of new and significant research. Purposes include establishing priority in a new area, announcing an important discovery or development. Communications must contain some experimental or theoretical justification for the ideas being presented.

Application Notes are brief descriptions of technical advances in sample handling, instrumentation, data processing, interpretation of spectra, etc., that will be of interest to some segment of the mass spectrometry community.

Accounts and Perspectives are summaries of a body of research that is reasonably completed such that general conclusions can be drawn. The subject matter is to be of significant interest to the field of mass spectrometry. These articles may either feature the work of a single author or a team of researchers, focus on recent results of a timely subject, or bring perspective to historically important developments. This category may also include articles that describe a research philosophy, identify areas that need emphasis, or represent new directions.

Rates

Rates effective January 1, 2015

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Quarter Page	\$2,810	\$2,775	\$2,725	\$2,580

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Quarter Page	\$1,260	\$1,200	\$1,095	\$945

2nd Color Charges	standard	matched
	\$540	\$850

Special positions

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Inside Front Cover	\$6,275
Inside Back Cover	\$5,265
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Specifications

Mechanical Requirements

Ad sizes in Inches	Width	Depth
Full Page	7	10
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Half Page horizontal	7	5
Quarter Page	3.25	5
2-Page Spread	15	10
Bleed	8.5	11.25
Trim Size	8.25	11

Electronic File Format: PDF, JIFF, or TIFF format.

Notes: Keep live matter 0.25" from all sides. On the 2-Page spread, 0.125" on the outside and 0.25" in the gutter will trim off.

Paper Stock: Inside pages are 60# white Sterling Gloss. Covers are 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

Printing Process: Web

About Springer Science + Business Media

Springer is the second-largest publisher of journals in the science, technology, and medicine (STM) sector and the largest publisher of STM books. Springer Healthcare Communications offers the full range of communication and publishing strategies to develop high-impact medical education campaigns. The service portfolio includes advertising, strategic communications, publication planning, key opinion leader support, congress materials and events, as well as internet-based tools and promotional material.

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American Society for Mass Spectrometry

ASMS corporate membership permits a company to be active at ASMS conferences, to distribute literature, and to exhibit at the annual conference.

In 2015, the program supplement will be distributed at the conference and will be the only printed program.

Don't miss this opportunity to create a conference message to advertise your exhibit booth or hospitality suite, announce product roll outs, and highlight company scientific presentations.

In addition, ASMS will provide an online digital version of this program with hyperlinks on each company advertisement.

Bonus Distribution

Springer has co-marketing relationships with many of the world's leading conference organizers and societies, attending over 1000 Springer events each year. See our Editorial Calendar for more details on how you can benefit from Springer & client booth distributors.

Digital Advertising

MassSpecGateway.net

MassSpecGateway.net is the premier, online portal for the Mass Spec industry. The site is password-protected for ASMS members only, and is a collection of material related to the American Society for Mass Spectrometry and its publications. The full resources of ASMS are behind this website which disseminates vital information to the global Mass Spec community. If you want to reach ASMS members who are decision-makers in Mass Spec, your advertising on MSG will reach the entirety of your target audience.

Skyscraper Units only 160 x 600 pixels

All rates listed below are "NET", per month
Flash / animation ads ok (100kb file size max.)
JPEG, TIF or GIF also accepted
Your ad will appear on all pages, except login page

Ad Rates

Ad Unit	1-2 months	3-5 months	6-11 months	12 months
1 Skyscraper in rotation	\$1210	\$1135	\$1045	\$950
2 Skyscrapers in rotation	\$2115	\$1980	\$1830	\$1660



JASMS Springerlink Website

<http://link.springer.com/journal/13361>

JASMS SpringerLink is an blend of millions of scientific documents for the scientific community...through journals, books, series, protocols and reference works. The JASMS page on SpringerLink contains about 11,000 articles of importance to all aspects of the Mass Spec industry.

Ads appear on the **Table of Contents** and **Abstract pages**

Skyscraper Ads only

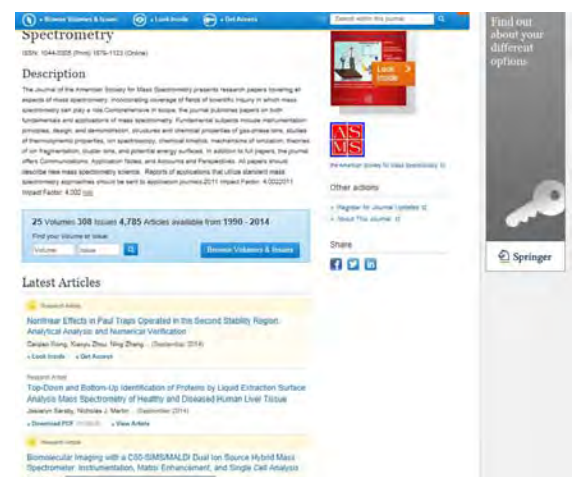
Average page views -- 71,000 per month
Average time spent on the site:
4 minutes 3 seconds per visit.

Ad Rates

General (subject) area: \$110.00 (net) - per thousand impressions

Specific-Journal area: \$125.00 (net) - per thousand impressions

Minimum order is 5,000 impressions.



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Skyscraper Ad Dimensions: 160 x 600 pixels.
Max. file size: 50kbs
HTML or Flash Accepted
(up to 2 frames - aka panels)
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